

# Cross Culture Management

ITT4302

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# Cross Culture Management

What makes us different?

# Cross Culture Management

## What makes us different?

Nairi: personality, education

Andy: personality, looks

Elaina: different personalities, different ways of doing things

Artorias: life culture

Calvin: belief

Charles: environments

Edward: family environment, many factors

Bella: own temperament

Yula: Family education, family genes

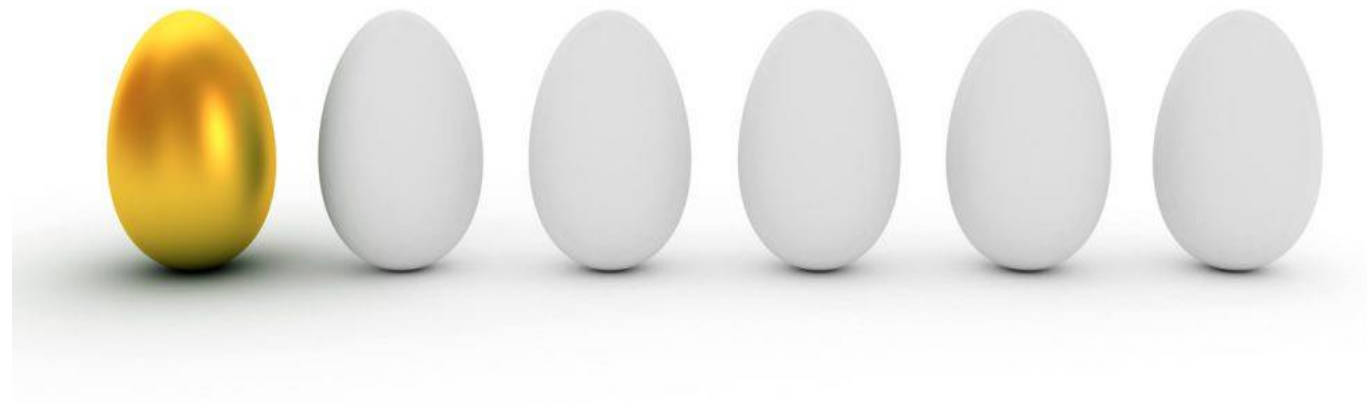
Arvin: Innate advantages and acquired practice

Cairan: emotions, thoughts, family, education, career

What make us  
different?



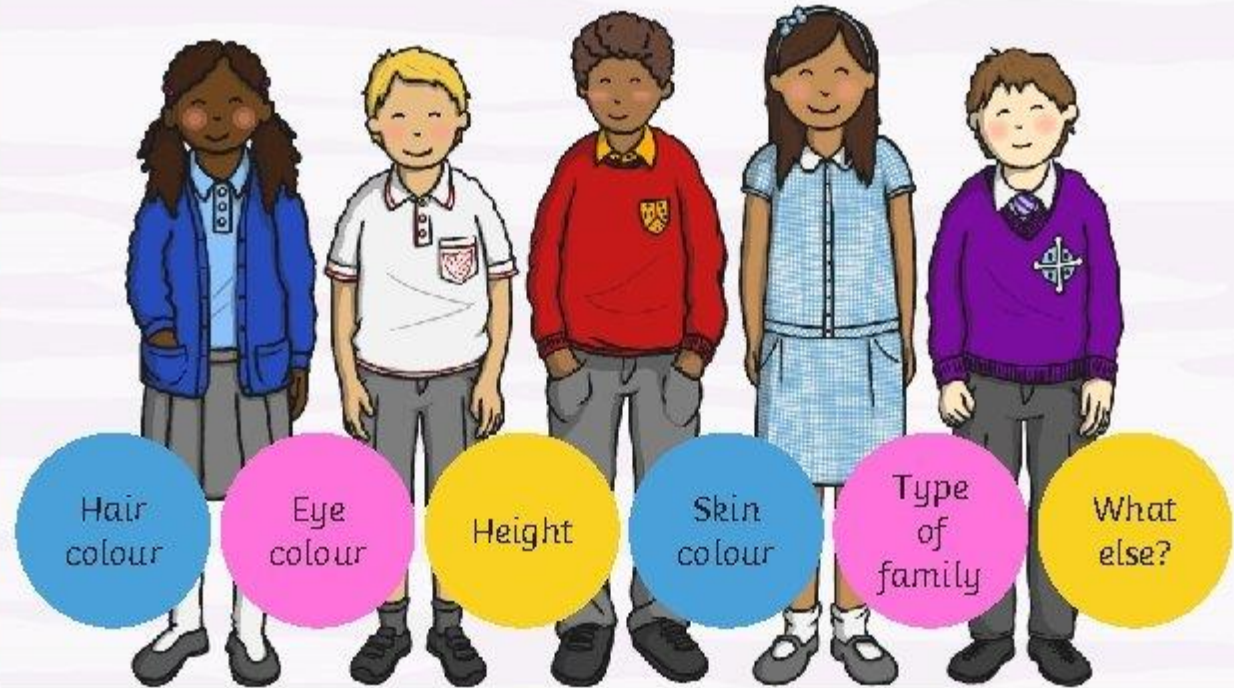
What make us  
different?



What make us  
different?

## What Things Make Us Different?

No two people are ever the same! Think about your friends in class. What makes you different from each other?



What make us  
different?

**Our differences  
are what makes  
us UNIQUE and  
our similarities  
are what makes  
us UNITED**

# Cross Culture Management

What is the culture?



# What is the culture, belief and values?

## culture:

- the shared beliefs, practices, and material objects of a group of people

## beliefs:

- tenets or convictions that people hold to be true

## values:

- a culture's standard for discerning what is good and just in society

# What is the culture?

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts.

Ref: <https://www.livescience.com/21478-what-is-culture-definition-of-culture.html>

# What is the culture?

Culture is shared patterns of behaviors and interactions, cognitive constructs and understanding that are learned by socialization.

Ref: The Center for Advance Research on Language Acquisition

# What is the culture?

"Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones, and a million other things,"

Ref: Cristina De Rossi, an anthropologist, Barnet and Southgate College, London.

# What is the culture?

Culture in its broadest sense is cultivated behavior; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behavior through social learning.

A culture is a way of life of a group of people--the behaviors, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.

Culture is symbolic communication. Some of its symbols include a group's skills, knowledge, attitudes, values, and motives. The meanings of the symbols are learned and deliberately perpetuated in a society through its institutions.

- Ref: <http://people.tamu.edu/~i-choudhury//culture.html>

# What is the culture?

Culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other hand, as conditioning influences upon further action.

Culture is the sum of total of the learned behavior of a group of people that are generally considered to be the tradition of that people and are transmitted from generation to generation.

Culture is a collective programming of the mind that distinguishes the members of one group or category of people from another.

Ref: <http://people.tamu.edu/~i-choudhury//culture.html>

# What is the culture?

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.

Culture is the systems of knowledge shared by a relatively large group of people.

Culture is communication, communication is culture.

Ref: <http://people.tamu.edu/~i-choudhury//culture.html>

# What is the culture?

There are a lot more meaning about culture,  
can you give some explanation?

In your point of view, what is the culture?



# Culture

The word "culture" derives from a French term, which in turn derives from the Latin "colere," which means to tend to the earth and grow, or cultivation and nurture.

"It shares its etymology with a number of other words related to actively fostering growth"

Ref: Cristina De Rossi, an anthropologist, Barnet and Southgate College, London.

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# Western culture

The term "Western culture" has come to define the culture of European countries as well as those that have been heavily influenced by European immigration, such as the United States.

Western culture has its roots in the Classical Period of the Greco-Roman era and the rise of Christianity in the 14th century.

# Western culture

Other drivers of Western culture include Latin, Celtic, Germanic and Hellenic ethnic and linguistic groups.

Today, the influences of Western culture can be seen in almost every country in the world.

# Eastern culture

Eastern culture generally refers to the societal norms of countries in Far East Asia (including China, Japan, Vietnam, North Korea and South Korea) and the Indian subcontinent.

Like the West, Eastern culture was heavily influenced by religion during its early development, but it was also heavily influenced by the growth and harvesting of rice, according to the book "Pathways to Asian Civilizations: Tracing the Origins and Spread of Rice and Rice Cultures" by Dorian Q. Fuller.

In general, in Eastern culture there is less of a distinction between secular society and religious philosophy than there is in the West.

# Latin culture

Many of the Spanish-speaking nations are considered part of the Latin culture, while the geographic region is widespread.

Latin America is typically defined as those parts of the Central America, South America and Mexico where Spanish or Portuguese are the dominant languages.

Originally, the term "Latin America" was used by French geographers to differentiate between Anglo and Romance (Latin-based) languages, according to the University of Texas.

While Spain and Portugal are on the European continent, they are considered the key influencers of what is known as Latin culture, which denotes people using languages derived from Latin, also known as Romance languages.

# Middle Eastern culture

The countries of the Middle East have some but not all things in common. This is not a surprise, since the area consists of approximately 20 countries.

The Arabic language is one thing that is common throughout the region; however, the wide variety of dialect can sometimes make communication difficult.

Religion is another cultural area that the countries of the Middle East have in common.

The Middle East is the birthplace of Judaism, Christianity and Islam.

# African culture

The continent of Africa is essential to all cultures.

Human life originated on this continent and began to migrate to other areas of the world around 60,000 years ago, according to the Natural History Museum in London.

Other researchers, like those from Estonian Biocentre in Tartu, believe that the first migration may have been much earlier, as early as 120,000 years ago.

Researchers come to these conclusions by studying human genomes from various cultures to trace their DNA to common ancestors. Fossil records also factor into some of these theories.

# African culture

Africa is home to a number of tribes, ethnic and social groups.

One of the key features of this culture is the large number of ethnic groups throughout the 54 countries on the continent.

Nigeria alone has more than 300 tribes, for example.



# African culture

Currently, Africa is divided into two cultural groups: North Africa and Sub-Saharan Africa.

This is because Northwest Africa has strong ties to Middle East, while Sub-Saharan Africa shares historical, physical and social characteristics that are very different from North Africa, according to the University of Colorado.

The harsh environment has been a large factor in the development of Sub-Saharan Africa culture, as there are a number of languages, cuisines, art and musical styles that have sprung up among the far-flung populations.

# Constant change

No matter what culture a people are a part of, one thing is for certain, it will change.

"Culture appears to have become key in our interconnected world, which is made up of so many ethnically diverse societies, but also riddled by conflicts associated with religion, ethnicity, ethical beliefs, and, essentially, the elements which make up culture,"

"Culture is no longer fixed, if it ever was. It is essentially fluid and constantly in motion." This makes it so that it is difficult to define any culture in only one way.

Ref: Cristina De Rossi, an anthropologist, Barnet and Southgate College, London.

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# Constant change

While change is inevitable, the past should also be respected and preserved. The United Nations has created a group called The United Nations Educational, Scientific and Cultural Organization (UNESCO) to identify cultural and natural heritage and to conserve and protect it.

Monuments, building and sites are covered by the group's protection, according to the international treaty, the Convention Concerning the Protection of the World Cultural and Natural Heritage.

This treaty was adopted by UNESCO in 1972.